



WPTV

## ORDER

Print Date 08/31/12

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Flight Dates 10/02/12-10/08/12

Contract / Revision 309687 /

Original Date / Revision  
08/30/12 08/30/12

Advertiser Priorities USA Action

Agency Mundy Katowitz Media Inc

Buying Contact

1322 G Street SE  
Washington, DC 20003-3021

Product

Priorities USA Action

Agency Com 15%

Billing Contact

1322 G Street SE  
Washington, DC 20003-3021

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1563

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A18+

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	25	\$26,307.50	\$30,950.00	0.00
Totals	25	\$26,307.50	\$30,950.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	25	\$26,307.50	\$30,950.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/07/12	10/07/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	-----S		1		\$750.00		0.00					
N 2	WPTV	10/07/12	10/07/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	-----S		1		\$500.00		0.00					
N 3	WPTV	10/06/12	10/06/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00



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Order Sep    00:20:00

Advertiser    **Priorities USA Action**    Product **Priorities USA Action**

Estimate #    **1563**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	10/06/12	10/06/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					1	\$1,000.00		0.00			
N 4	WPTV	10/06/12	10/06/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					1	\$1,000.00		0.00			
N 5	WPTV	10/06/12	10/06/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-----S-					1	\$500.00		0.00			
N 6	WPTV	10/04/12	10/08/12	M-F 1235-135a Fallon	CM	1235-0135a	1--1---	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	1--1---					2	\$300.00		0.00			
N 7	WPTV	10/03/12	10/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	--1-1--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--1-1--					2	\$750.00		0.00			
N 8	WPTV	10/02/12	10/04/12	M-F 730-8p M-F 730-8p	CM	730-8p	-1-1---	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-1-1---					2	\$1,200.00		0.00			
N 9	WPTV	10/03/12	10/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	--1-1--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	--1-1--					2	\$1,200.00		0.00			
N 10	WPTV	10/05/12	10/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	----F--					1	\$3,000.00		0.00			
N 11	WPTV	10/04/12	10/04/12	M-F 530-6p M-F 530-6p	CM	530-6p	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	---T---					1	\$2,000.00		0.00			
N 12	WPTV	10/02/12	10/02/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-T-----					1	\$650.00		0.00			
N 13	WPTV	10/08/12	10/08/12	M-F 11-12n M-F 11-12n	CM	11a-12p	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	M-----					1	\$450.00		0.00			
N 14	WPTV	10/04/12	10/04/12	M-F 10-11a M-F 10-11a	CM	10-11a	---T---	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	---T---					1	\$750.00		0.00			
N 15	WPTV	10/02/12	10/02/12	M-F 9-10a M-F 9-10a	CM	9-10a	-T-----	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	-T-----					1	\$950.00		0.00			



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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	10/02/12	10/02/12	M-F 9-10a M-F 9-10a	CM	9-10a	- T - - - -	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	- T - - - -					1	\$950.00		0.00			
N 16	WPTV	10/03/12	10/08/12	M-F 7-9a M-F 7-9a	CM	7-9a	1- 1 - - -	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	1- 1 - - -					2	\$3,000.00		0.00			
N 17	WPTV	10/02/12	10/05/12	M-F 6-7a M-F 6-7a	CM	6-7a	- 1 - - 1 - -	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	- 1 - - 1 - -					2	\$2,500.00		0.00			
N 18	WPTV	10/03/12	10/08/12	M-F 5-6a M-F 5-6a	CM	5-6a	1- 1 - - -	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	1- 1 - - -					2	\$750.00		0.00			
Totals														25	\$30,950.00